

AMENDMENT

IN THE CLAIMS:

Please amend the claims as follows.

- Sub  
id1
- C1
1. (Amended) A system for customizing displays, comprising:
- electronic user profile data comprising on-line behavior data and personal data;
  - content data from a plurality of content providers, said content data selected according to said electronic profile data;
  - a plurality of model parameters identifying display characteristics for a computer display;
  - a plurality of actual display characteristics selected independently of said content data in accordance with said electronic user profile data and said plurality of model parameters; and
  - a display comprising said actual display characteristics and said content data from said plurality of content providers wherein said display is unique to a user with said electronic user profile data based on said actual display characteristics and said content data from said plurality of content providers.
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6. (Amended) A method for customizing displays in accordance with user preferences comprising the steps of:
- a) creating electronic profile data for a computer user, said electronic profile data comprising on-line behavior data and personal data;
  - b) defining general display characteristics for a computer display;
  - c) applying a predictive model to said electronic profile data to select actual
- id2
- C2

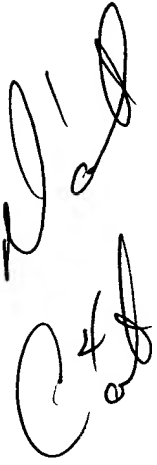
display characteristics in accordance with said general display characteristics and said electronic profile data;

- d) selecting content provider data from a plurality of content providers in accordance with said electronic profile data;
- e) generating a unique computer display based on said actual display characteristics and said content provider data; and
- f) displaying to a user with said electronic profile data said unique computer display with said content provider data from said plurality of content providers in accordance with said actual display characteristics determined in accordance with said on-line behavior data of said electronic profile data.

11. (Amended) A method for online product marketing comprising the steps of:

- a) defining electronic profile data for a computer user, said electronic profile data comprising on-line behavior data and personal data;
- b) defining account data for a plurality of merchants;
- c) defining model parameters for a computer display, said model parameters based on user preferences determined in accordance with said on-line behavior data of said electronic profile data; and
- d) combining said electronic profile data and said account data defined for said plurality of merchants to create a customized computer display in accordance with said model parameters based on user preferences determined in accordance with said on-line behavior data of said electronic profile data, said customized computer display unique to a user with said electronic profile data.

16. (Amended) An electronic marketing system comprising:



a plurality of electronic user profiles;  
a database for storing merchant data for a plurality of merchants;  
variable display characteristics for defining the layout of a computer display;  
a predictive model for selecting actual display characteristics in accordance with one of said plurality of electronic user profiles and said merchant data from said plurality of merchants in said database; and  
a computer display comprising said actual display characteristics and said merchant data from said plurality of merchants, said computer display unique to a use with said one of said plurality of electronic user profiles based on said actual display characteristics and said merchant data.

#### REMARKS

Claims 1-20 are pending in the present application. In this amendment, Applicant has amended claims 1, 6, 11, and 16 to more clearly define the present invention.

#### Claim Rejections Under 35 U.S.C. § 103(a)

The Examiner rejected claims 1-20 under 35 U.S.C. § 103(a) as being unpatentable over Dedrick (U.S. Pat. 5,710,884) in view of Ritchie (U.S. Pat. 6,292,530). It is the Examiner's position Dedrick discloses Applicant's invention except for content data from a plurality of content providers. The Examiner believes Ritchie discloses content data from a plurality of content providers. Applicant has amended claims 1, 6, 11, and 16 to indicate that displays in accordance with the